

GREETINGS FROM THE MAYOR & COUNTY EXECUTIVE



Honorable
Tony F. Mack, *Mayor*

Trenton Small Business Week 2011 is themed “A New Business Revolution....Capitalize on Trenton.” During this 18th anniversary of Trenton Small Business Week, more than 4,000 people will come to Trenton from all over New Jersey, Pennsylvania and New York. Entrepreneurs, small business owners, corporate executives, career and industry changers and virtually anyone exploring business opportunities in the greater Mercer County area will benefit from the vast amount of information and networking provided during this week.



Brian Hughes
County Executive

There will be numerous workshops and seminars and many special events for all to enjoy. The event will begin with the Opening Kick-Off Breakfast featuring a presentation by Richard Lisk, General Manager and Part-Owner of the Trenton Titans, and the Annual Mayor’s Business Awards. In addition, the week will include the Mercer Regional Chamber of Commerce Power Luncheon and Expo, a networking reception hosted by TD Bank, a Capital City Real Estate Reception and the annual Renaissance Ball of Trenton. Please see inside for details on all of these special events plus much more.

The continued success of this week is due to the generous and continuing support of our business partners who provide both time and money. We appreciate and thank all of our sponsors, partners, and the hard-working committee members who put this extraordinary program together.



Monday, October 17

► **Kick Off Networking Breakfast**

8 - 9:30am
Trenton Marriott

The opening event will feature a special keynote presentation by Richard Lisk, General Manager and Part-Owner of the Trenton Titans, an update on economic developments in Trenton, and the Small Business of the Year Awards presented by the Honorable Mayor Tony Mack.

Learn how to purchase and develop city-owned properties. Attendees will find out information on the auction process, the important of using redevelopment law, and the goals and objectives of zoning and planning law within the City of Trenton.

Henrietta Owusu, Chief of Housing Production, Department of Housing and Economic Development, City of Trenton

► **Analyzing Your Customers for Maximum Profitability**

10 - 11:30am
Trenton Marriott

Identify the customers that represent the majority of your business income & profit (Define the 80/20 rule). Know your "A-class" customers who are both easy to deal with and generate the largest proportion of profits and your "D-class" customers who are least pleasant to deal with and /or provide the lowest returns. This will allow you to manage your customer demographics for better profitability and success.

Michael Pucciarelli, Bartolomei Pucciarelli LLC

► **HMFA: Helping House the Workforce**

2:30 - 4:00pm
Invention Factory Science Museum

Learn about: the HMFA's Live Where You Work program that provides down payments and other benefits to workers buying homes in the towns, including Trenton, where they work. Learn about the mortgage loan programs and down payment and closing cost assistance available through the HMFA. Learn about the HMFA Housing Resource Center web resource for locating affordable housing and rental opportunities. Learn about the impact of foreclosure in Mercer County and the foreclosure prevention programs offered through the HMFA. Learn why Trenton is an HMFA "Live Where You Work Partner City" and how we can help with down payment assistance for people buying a home to live in the town where they are employed.

Jerry Keelen, Director, Single Family Programs, HMFA

Edward Collins, Lender Outreach & Marketing Coordinator, HMFA

Stephone Mickler, Single Family Outreach Officer, HMFA

► **Small Developers Forum - How to Buy Property from the City**

12:30 - 2pm
Invention Factory Science Museum

Tuesday October 18**► Can Your Business Grow Legs?**

8:00 – 9:30am

New Jersey Economic Development Authority

You have a great business or an idea. Everyone wants to buy your product or service. You are going to be a millionaire! Are you dreaming or planning? As the old adage goes, “if you fail to plan, you are planning to fail.” Through the benefits of creating and using the business plan as a tool: learn how you can be a success in your business by working on your business. Assess your business operations or idea. Understand the impact of your personal credit history and business financials on your ability to secure a loan. Know when the business can support an employee or new piece of equipment. Create an organizational structure that will maximize your ability to succeed. Walk away from this seminar with tools and resources to provide knowledge and assistance in creating a solid business plan for growth.

*Marion Zajac, Small Business Services,
NJEDA*

*Erich Peter, Director of Training &
Technical Assistance, UCEDC*

► Financing: The Unusual Suspects - When Traditional Financing is Not Enough

10 – 11:30am

New Jersey Economic Development Authority

Are you seeking bank financing but need other resources for your business financing? Come to this workshop and learn some non-bank alternative sources of financing to meet your business's needs. Make your accounts receivable work for you. Use a purchase order to fund a contract. Learn how factoring could help your business.

John Vanaman, EVP, Allied Financial

► Business Resources for Veterans

10 – 11:30am

New Jersey Economic Development Authority

As a veteran you are entitled to help with your business. Learn how to separate fact from fiction of veteran business loans; how to register as a veteran-owned business and advantages of being a vet when doing business with the federal government.

*Scott Snair, Director of New Jersey Veteran
Business Outreach*

► Mercer Regional Chamber of Commerce General Membership “Power” Luncheon

11:30am – 1pm

Trenton Marriott

Info: Please register at www.mercer-chamber.org or call Jude at 609-689-9960 x14.

Cost: \$45.00 Mercer Regional Chamber members (\$50.00 at the door for members); \$60.00 future members.



The Port Authority oversees some of the most critical infrastructure points in the nation. Appointed by Governor Christie, Senator Bill Baroni, Deputy Executive Director of the Port Authority of New York and New Jersey, will discuss his role in helping to strengthen our regional economy, creating jobs, and making transportation and commuting faster and easier.

Senator Bill Baroni, Deputy Executive Director of the Port Authority of New York and New Jersey

Talk individually with the panel members about your specific need. These individuals will cover local, state and federal government agencies that assist businesses with business and financing needs.

Panel Moderator: Marion Zajac, New Jersey Economic Development Authority

▶ **Business and Financial Government Resources: Use Them or Lose Them**

1:30 – 3pm
New Jersey Economic Development Authority

Discover how and where to access the necessary government resources to run and grow your business from a readiness assessment to mentoring, to financing, to workforce training and taxation.

Moderator: Marion Zajac, New Jersey Economic Development Authority, Comprehensive Panel of Government Representatives & Experts

▶ **Meet the Experts on Government Resources: Learn How to Tap into Your Greatest Business Benefit**

3 – 4:30pm
New Jersey Economic Development Authority

▶ **TD Bank Business Networking Reception**

6 – 8pm
TD Bank

Info:
Reserve your spot by emailing tikiba.miller@td.com or jacquelyn.sheridan@td.com

The TD Bank Trenton Store is proud to host our 7th annual business networking reception. This complimentary event will feature food, fun, and a great group of dedicated Trenton business leaders.

Wednesday, October 19

▶ **Mobile Marketing: What Your Business Needs to Know about Social Media to Maximize Your Sales and Corporate Image**

8 – 9:30am
Mercer County's McDade Building

How Facebook Places, Texting, Groupon, Foursquare and Gowalla, etc. can put you on the map and in the face and mind of your target market.

What are to do's and don'ts of mobile marketing.

Derrick Miller, NJ Mobile Fusion, LLC

cer County. It is the perfect venture to showcase your products and services to the business community throughout the Central New Jersey region.

▶ **Destination Trenton and the Princeton Regional Chamber of Commerce present:**

Tourism: How Can Your Company Benefit?

10 - 11:30am

Mercer County's McDade Building

This session brings together two local experts on the economic impact of travel and tourism in our region. Join us to learn how every local company can take advantage of, and benefit from, the visitors to our arts, history and attraction assets. Hear more about how important tourism is to our economy and find out how your business can profit from this industry.

*Candice Frederick, Tourism Marketing
Manager Destination Trenton*

*Adam Perle, Vice President, Princeton
Regional Chamber of Commerce and
Princeton Regional Convention &
Visitors Bureau*

▶ **Sustainability - What Is It and What's In It for My Business?**

12:30 - 2:30pm

Mercer County's McDade Building

Come and learn about the economic, environmental and social factors of sustainability, how you can participate in this important trend, and how it can benefit your business. Hear from several local business owners about how they successfully implemented sustainability programs, the obstacles and successes and the sustainable return on investment. The ABC's of an energy audit will also be covered. Then, listen to a panel discussion with business owners and staff from the Department of Environmental Protection and have your questions answered.

*Panel Moderator: Jerri Lynn Weigand,
CHMM, NJ Department of
Environmental Protection
Xavier Walter, The Energy Team*

▶ **Mercer Regional Chamber of Commerce 10th Annual Fall Expo**

10am - 3pm

Sun National Bank Center

Info: Visit MercerChamber.org or contact Joe@MercerChamber.org or call 609-689-9960 ext. 12.

This is the largest B to B expo in Mer-

▶ **Small Business Internet Marketing: Building Your Business with Social Media**

3 - 4:30pm

Mercer County's McDade Building

What are the most effective internet marketing techniques for small businesses? Learn why social media is so popular and how to make money



using Facebook, Linked-in, Twitter. Understand the foundational aspect of (blogging, email & video) for all social media advertising. Do you know the importance of an email marketing strategy? Learn to use social media to increase sales and build brand identity. Find out how to identify your target market and to match up your social media campaign.

Ed Andriessen, BTR Business Training Resource

▶ **Capital City Real Estate Reception**

5:30 – 7:30pm
Trenton Social

Come out for an up-close look at some of the commercial and industrial real estate opportunities that await you in Trenton. The evening will include commercial real estate brokers in the region and in the City of Trenton. Light refreshments will be served. A cash bar will be available.

RSVP, *Carmen N. Natal-Melendez*
609-989-3503

Thursday, October 20

▶ **Doing Business with Local Government**

8:30 – 10am
Thomas Edison State College

Representatives from the city and the county will present information on both the financial and purchasing incentives offered in contracting with

local government. The Trenton UEZ program will also be included.

Marchelle Marshall, City Of Trenton
Marcella Covello, County of Mercer
Tom McGough, UEZ Coordinator

▶ **Government Procurement Certification: Doing Business with the Government, State and Federal SBE, MBE, WBE and WOSB Defined**

10:30am – 12pm
Thomas Edison State College

Bid process, government contracting and gaining State and Federal certification to receive priority status for designated set aside contracts, explained. 8A and Hub Zone explained. This workshop is a one stop information session for government procurement.

Nina Mosley, Department of Treasury
Stephanie Burroughs, Director Procurement Programs, NJ Small Business Development Centers (SBDC)
Richard Zilg, Assistant District Director for 8(a) Business Development, Small Business Administration (SBA)

▶ **Resources for Spanish Speaking Business Owners: How to Start and Finance Your Business (Session held in Spanish)**

10:30am – 12:00pm
Thomas Edison State College

Learn the ABC's of how to start your own business. Learn the process and

criteria a lender uses to evaluate and approve a loan to you and where to go to find the money you need.

Nathalia Geraldo, Director of Financial Programs Regional Business Assistance Corp (RBAC)

Luis Del A Hoz, IntersectFund

Norma Diaz, RBAC

Donald W. Allen, VP SBA Lending, Sun Bank

Lillian Mauro, Spanish Program Coordinator, SBDC at TCNJ

▶ **Recursos para Proprietarios de Negocios Hispanos: Cómo iniciar y financiar su Empresa (Dictado en Español)**

10:30 am - 12:00 pm

Thomas Edison State College

Aprenda el ABC de Cómo iniciar su propio negocio. Conozca el proceso y los criterios que un prestamista utiliza para evaluar y aprobar un préstamo para Usted y Dónde puede obtener el dinero que necesita para su Empresa.

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▶ **Join us for 2 International Workshops**

▶ **Part 1: The Next Frontier-Doing Business in Africa, South America, The Caribbean and Global Markets**

1 - 2:30pm

Thomas Edison State College

Hear stories, experiences, and tips on how to run a business and common pitfalls to avoid. What does the "The Next Frontier" really mean for your business? Discover the important factors of a "Global Perspective". Explore economic, financial, political and legal issues. What you need to know about the world consumer; designing marketing; market entry strategies and solutions that will work and most important, using Smart Technology for Smarter Business™.

Panel Moderator, Dr. Azuka Anyiam, CEO, VICA Technologies

▶ **Part 2: Financing Your Projects, Exporting/Importing and Foreign Investment.**

3 - 4:30pm

Thomas Edison State College

Learn about the financial resources available to assist small businesses in financing projects, business exporting/importing and foreign investments i.e. Export Development & Working Capital Loans, Facilities Development Financing, Insurance, Grants for Feasibility Studies and Technical Assistance, Grants and Contract Op-



opportunities that Support U.S. Small Business Exports. Hear from experts from USA and global funding organizations including: U.S. Small Business Administration, Export-Import Bank of the U.S., The Foreign Agricultural Service of the U.S. Department of Agriculture, Overseas Private Investment Corporation, U.S. Trade and Development Agency

Panel Moderator, Rudiger Z. Ellis, MBA

Friday, October 21

► **5th ANNUAL
RENAISSANCE BALL
“The Future of Trenton”**

6pm

Trenton Marriott

For ticket information visit
www.mercerchamberevents.org
Info: 609-689-9960 ext. 14.

The Mercer Regional Chamber of Commerce, the first chamber of commerce in New Jersey, presents its 5th annual Renaissance Ball. This is the final event held to complete Trenton Small Business Week. Over 300 guests are expected to celebrate this year's honorees.

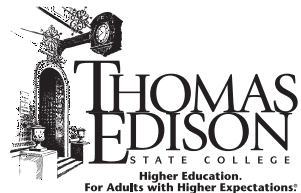
► **TO REGISTER VISIT
www.smallbizweek.com OR
CALL 609-771-2947**



18th
CHIEF EXECUTIVE OFFICER/MAJOR GENERAL



PRESIDENT/BRIGADIER GENERAL



Sponsorship

CHIEF FINANCIAL OFFICER/ COLONEL



SOCIAL

bar • restaurant • lounge



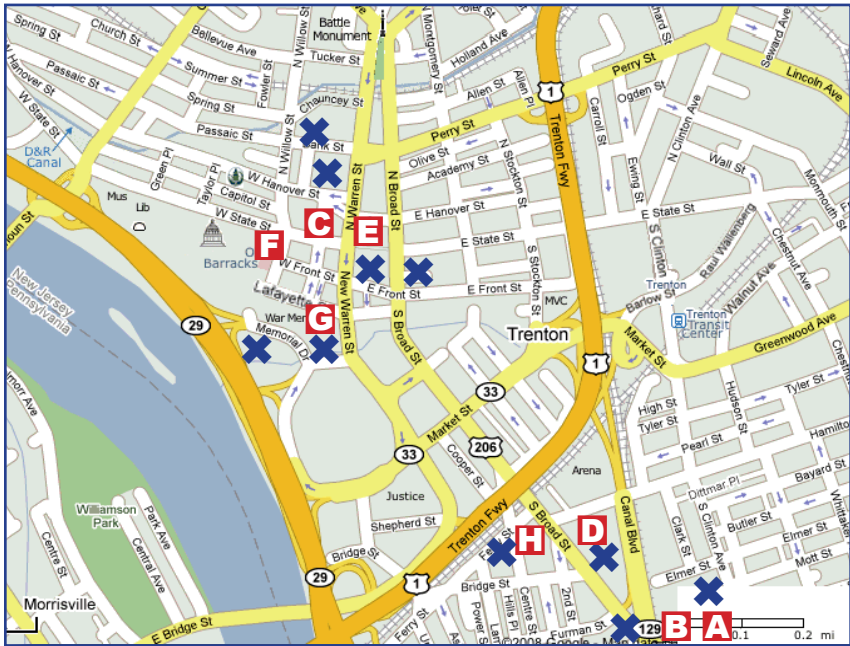
DIRECTOR/BRIGADIER MAJOR



The Fourth Estate



WORKSHOP LOCATIONS



- A.** Invention Factory Science Museum, 675 South Clinton Avenue
- B.** Mercer County McDade Building, 640 South Broad Street
- C.** New Jersey Economic Development Authority, 36 West State Street
- D.** Sun National Bank Center, 81 Hamilton Avenue at Route 129
- E.** TD Bank, 50 East State Street
- F.** Thomas Edison State College, 101 West State Street
- G.** Trenton Marriott, 1 West Lafayette Street
- H.** Trenton Social, 449 South Broad Street
- X** **Parking**

The NJSBDC network (www.njsbdc.com) is the premier provider of comprehensive services and programs for small business in New Jersey. The organization, which consists of 11 centers statewide, helps businesses expand their operations, manage their growth or start ventures. The New Jersey Small Business Development Centers (SBDC) network is partially funded by the U.S. Small Business Administration, the State of New Jersey, and The College of New Jersey. SBA's funding is not an endorsement of any products, opinions, or services. All SBA-funded programs are extended to the public on a non-discriminatory basis. Reasonable accommodations for persons with disabilities will be made, if requested at least two weeks in advance by contacting 609-771-2947.

Small Biz Week **TRENTON** 2011

COMMITTEE MEMBERS

Carmen N. Natal-Melendez	<i>Chair, City of Trenton</i>
Anna Mae Giannetti	<i>TCNJ Small Business Development Center</i>
Anthony Carabelli, Jr.	<i>County of Mercer</i>
Art Cianfano	<i>Mercadien</i>
Brenda McNeill	<i>Exit Home Base Realty</i>
Carleton Badger	<i>The Real Estate BEAST</i>
Cheri Durst	<i>Princeton Chamber of Commerce</i>
Don Addison	<i>Freelance Photographer</i>
Dr. Alex Nicolas	<i>ARProductions2</i>
Elizabeth Muoio	<i>County of Mercer</i>
Eugene Marsh	<i>Construction Project Management Services, Inc.</i>
Herb Ames	<i>Capital Regional Minority Chamber</i>
Jacqueline Sheridan	<i>TD Bank</i>
Janet Eickhoff	<i>Thomas Edison State College</i>
Jeff Zeiger	<i>Trenton Marriott</i>
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John Duggan	<i>USA Environmental Management</i>
J.R. Capasso	<i>City of Trenton</i>
Karla Pollack	<i>ABS</i>
Liz Tindall	<i>Mercer County Regional Chamber of Commerce</i>
Lorraine Allen	<i>TCNJ Small Business Development Center</i>
Marion Zajac	<i>NJ Economic Development Authority</i>
Marsha Stoltman	<i>The Stoltman Group, LLC</i>
Marvin Ross	<i>Marvin Ross Design</i>
Roland Pott	<i>Urban Word</i>
Rudiger Z. Ellis, MBA	<i>Infiniti Wealth Institue, LLC</i>
Samuel T. Blango	<i>SECCOM International Group, LLC</i>
Taneshia Laird	<i>Trenton Downtown Association</i>
Teresa Grigg	<i>Sun Bank</i>
Tom McGough	<i>City of Trenton</i>
Vanessa Nazario	<i>PNC Bank</i>
Wayne Staubb	<i>Department of Environmental Protection</i>